

# 2022

## SPONSORSHIP GUIDE



# ABOUT US

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The Whitestown Parks and Recreation Department is dedicated to connecting parks and people, by providing environmentally friendly outdoor recreation opportunities for citizens of Whitestown and surrounding communities. We strive to build a greener, healthier community for the children of tomorrow.



# WHY SPONSOR?

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The Whitestown Parks + Recreation Department plans and hosts many great community events throughout the year! These events highlight our wonderful parks and amenities, as well as create a sense of community for residents and visitors. We could not do what we do without the **support of our community partners.**



**Committment to community**



**Increase brand awareness**



**Support our parks department**

By sponsoring an event, your business will increase brand awareness, be recognized for your commitment to the Whitestown community, and support the mission of our Parks Department.

**Your sponsorship makes a true difference.**

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# EVENTS





**Saturday, April 16 | Main Street Park**

**Presenting Sponsor\* // \$1,500**

- Presenting logo on event marketing materials
- On-site sponsor banner & activation space
- Social media mentions (5)

**Gold Sponsor // \$1,000**

- Logo on event marketing materials
- On-site sponsor banner & activation space
- Social media mentions (3)

**Silver Sponsor // \$500**

- On-site sponsor banner & activation space
- Social media mention (1)

**Booth Sponsor // \$50**

- On-site activation space

# EASTER EGG HUNT







Saturday, April 23 | Whitestown, IN

### Presenting Sponsor\* // \$2,500

- Presenting logo on website, t-shirt, & event marketing materials
- On-site sponsor banner & activation space
- Event acknowledgement
- 4 complimentary registrations
- Social media mentions (10)

\*Limited to 1 sponsor

### Gold Sponsor // \$1,500

- Logo on t-shirt & on-site sponsor banner
- Event acknowledgement
- 2 complimentary registrations
- Social media mentions (5)

### Silver Sponsor // \$750

- Logo on t-shirt & event acknowledgement
- Social media mentions (2)

### Bib Sponsor // \$500

### Finish Line Sponsor // \$200

### Water Station Sponsor // \$100

# BATTLE OF THE BADGES





# VIKING FEST

20

22

Friday, April 29 – Sunday, May 1 | Anson Acres Park

## Presenting Sponsor\* // \$10,000

- Presenting logo on event marketing materials
- Main stage podium banner & on-site activation space
- Free tickets (20)
- Event acknowledgement
- Social media mentions (10)

\*Limited to 1 sponsor

## Gold Sponsor\* // \$5,000

- Logo on event marketing materials
- Stage sponsor banner (B) & on-site activation space
- Free tickets (15)
- Event acknowledgement
- Social media mentions (7)

\*Limited to 2 sponsors

## Area Sponsor // \$2,500

- **Areas:** Arena, Fire Pit, Kid Zone
- On-site sponsor signage & activation space
- Free tickets (10)
- Social media mentions (4)

## Silver Sponsor\* // \$1,500

- Stage sponsor banner (C) & on-site activation space
- Social media mentions (2)

\*Limited to 2 sponsors

## Booth Sponsor // \$750

- On-site activation space



# VIKING FEST





**Sunday, May 15 | Anson Acres Park**

**Presenting Sponsor\* // \$1,500**

- Presenting logo on event marketing materials
- Main stage sponsor banner & on-site activation space
- Event acknowledgement
- Social media mentions (5)

**\*Limited to 1 sponsor**

**Gold Sponsor\* // \$1,000**

- Logo on event marketing materials
- Stage sponsor banner (B) & on-site activation space
- Social media mentions (3)

**\*Limited to 2 sponsors**

**Silver Sponsor\* // \$500**

- Stage sponsor banner (C) & on-site activation space
- Social media mention (1)

**\*Limited to 2 sponsors**

**Booth Sponsor // \$100**

- On-site activation space

# SUPERHEROES IN THE PARK





WHITESTOWN PARKS + RECREATION

**Fridays, June 3 – August 5 | Whitestown Municipal Complex**

### **Presenting Sponsor\* // \$10,000**

- Presenting logo on event marketing materials
- Main stage sponsor banner & on-site activation space
- Event acknowledgement
- Social media mentions (10)

\*Limited to 1 sponsor

### **Gold Sponsor\* // \$5,000**

- Logo on event marketing materials
- Stage sponsor banner (B) & on-site activation space
- Event acknowledgement
- Social media mentions (7)

\*Limited to 2 sponsors

### **Silver Sponsor\* // \$2,500**

- Stage sponsor banner (C) & on-site activation space
- Social media mentions (4)

\*Limited to 2 sponsors

### **Bronze Sponsor\* // \$1,000**

- Stage sponsor banner (D) & on-site activation space
- Social media mentions (2)

\*Limited to 4 sponsors

### **Booth Sponsor // \$200 per concert**

- On-site activation space

# SUMMER CONCERT SERIES







WHITESTOWN

# Farmers Market

Thursdays, June 16 – August 25 | Main Street Park

**Presenting Sponsor\* // \$2,000**

- Presenting logo on event marketing materials
- Logo on Farmers Market trailer
- On-site sponsor banner & activation space at all 11 markets
- Social media mentions (10)

\*Limited to 1 sponsor

**Gold Sponsor // \$1,000**

- On-site sponsor banner & activation space at 5 markets
- Social media mentions (5)

**Booth Sponsor // \$500**

- On-site activation space for 5 markets



# FARMERS MARKET





# INDEPENDENCE DAY

**Sunday, July 3 | Eagle Church**

## **Presenting Sponsor\* // \$5,000**

- Presenting logo on event marketing materials
- Main stage sponsor banner & on-site activation space
- Event acknowledgement
- Social media mentions (10)

\*Limited to 1 sponsor

## **Gold Sponsor\* // \$2,500**

- Logo on website & event marketing materials
- Stage sponsor banner (B) & on-site activation space
- Social media mentions (7)

\*Limited to 2 sponsors

## **Kids Zone Sponsor\* // \$1,500**

- Area sponsor signage & activation space
- Social media mentions (4)

\*Limited to 1 sponsor

## **Silver Sponsor\* // \$1,000**

- Stage sponsor banner (C) & activation space
- Social media mentions (2)

\*Limited to 2 sponsors

## **Booth Sponsor // \$500**

- On-site activation space







**Saturday, August 13 | Whitestown Municipal Complex**

### **Presenting Sponsor\* // \$10,000**

- Presenting logo on event marketing materials
- Main stage sponsor banner & activation space
- Community partner tickets/badges for catered lounge (25)
- Event acknowledgement
- Social media mentions (10)

### **Gold Sponsor\* // \$5,000**

- Logo on event marketing materials
- Stage sponsor banner (B) & activation space
- Community partner tickets/badges for catered lounge (20)
- Event acknowledgement
- Social media mentions (7)

**\*Limited to 2 sponsors**

### **Home Brew Competition Sponsor\* // \$2,500**

- Area sponsor signage & activation space
- Community partner tickets/badges for catered lounge (15)
- Social media mentions (4)

**\*Limited to 1 sponsor**

### **Silver Sponsor\* // \$1,500**

- Stage sponsor banner (C) & activation space
- Community partner tickets/badges for catered lounge (10)
- Social media mentions (2)

**\*Limited to 2 sponsors**

### **Booth Sponsor // \$500**

- On-site activation space

# **WHITESTOWN BREW FEST**





**Thursday, September 15 | Panther Park**

**Presenting Sponsor // \$1,000**

- Presenting logo on event marketing materials
- On-site sponsor banners & activation space
- Social media mentions (5)

**Gold Sponsor // \$500**

- Logo on event marketing materials
- On-site sponsor banner & activation space
- Social media mentions (3)

**Area Sponsor // \$250**

- Area sponsor signage & activation space
- Social media mentions (1)

**Booth Sponsor // \$50**

- On-site activation space



**HOPS &  
HOUNDS**





**Friday, September 9, 16, & 23 | Main Street Park**

**Presenting Sponsor\* // \$1,500**

- Presenting logo on event marketing materials
- On-site banner & on-site activation space at all 3 movie nights
- Social media mentions (5)

\*Limited to 1 sponsor

**Gold Sponsor // \$750**

- On-site activation space at 2 movie nights
- Social media mentions (2)

**Silver Sponsor // \$500**

- On-site activation at 1 movie night
- Social media mention (1)

# MOVIES IN THE PARK







**Sunday, September 25 | Anson Acres Park**

**Presenting Sponsor\* // \$1,500**

- Presenting logo on event marketing materials
- Main stage sponsor banner & on-site activation space
- Event acknowledgement
- Social media mentions (5)

**\*Limited to 1 sponsor**

**Gold Sponsor\* // \$1,000**

- Logo on event marketing materials
- Stage sponsor banner (B) & on-site activation space
- Social media mentions (3)

**\*Limited to 2 sponsors**

**Silver Sponsor\* // \$500**

- Stage sponsor banner (C) & on-site activation space
- Social media mention (1)

**\*Limited to 2 sponsors**

**Booth Sponsor // \$100**

- On-site activation space



# PRINCESSES IN THE PARK



# HALLOWEEN Trick TREAT OR TRAIL

Saturday, October 29 | Anson Acres Park

## Presenting Sponsor\* // \$1,500

- Presenting logo on all event marketing materials
- On-site pop-up banner & activation space
- Social media mentions (5)

\*Limited to 1 sponsor

## Area Sponsor // \$500

- Areas: S'mores Station, Themed Section
- On-site activation space & area sponsor signage
- Social media mentions (3)

## Booth Sponsor // \$50

- On-site activation space

# HALLOWEEN TRICK-OR-TREAT TRAIL





**Saturday, December 10 | Whitestown Municipal Complex**

**Presenting Sponsor\* // \$1,500**

- Presenting logo on screen & event marketing materials
- On-site sponsor signage & activation space
- Social media mentions (5)

\*Limited to 1 sponsor

**Area Sponsor\* // \$750**

- **Areas: Provide Gifts from Santa, Reindeer, Candy Bar, Craft, or Cookies**
- Logo on screen & area sponsor signage
- Social media mentions (3)

\*Limited to 5 sponsors

**Community Sponsor // \$150**

- Logo on-screen
- Social media mention (1)

The background of the right side of the slide is a close-up photograph of several wrapped gifts. The gifts are wrapped in red and white striped paper with small white dots. They are adorned with large, shiny bows in red, green, and gold. One gift in the foreground has a green polka-dot tag attached to it.

**SANTA'S  
WORK SHOP**



# WHITESTOWN



P A R K S + R E C R E A T I O N

